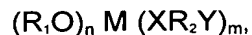


Abstract

An adhesive for an adhesive film strip, comprising a mixture of
an acid-modified or acid anhydride-modified vinylaromatic block copolymer,

5 a metal chelate of the following formula:



where

M is a metal from main group 2, 3, 4 or 5 or a transition metal;

R₁ is an alkyl or aryl group;

10 n is zero or a greater whole number;

X and Y are oxygen or nitrogen, and may each also be attached through a
double bond to R₂;

R₂ is an alkylene group connecting X and Y and may be branched, or else may
contain oxygen or other heteroatoms in the chain;

15 m is a whole number, but at least 1;

and a tackifier resin,

the adhesive film strip being detachable by extensive stretching in the direction of the
bondline.